

## Amendment

**Amendment number: 2**

**Reference: FON-CATALYZE-Ethiopia-2022-0278**

**Amendment effective date: April 27, 2022**

**Description of Amendment:**

1. This amendment serves to explain the changes made to the RFP:
    - a. Bid submission deadline: Extended the deadline for Submission of Business Plans to May 12, 2022, at 11:59 PM, Nairobi time (UTC +3)
    - b. Questions due date: Extended deadline for question submission date to May 03, 2022.
- All other terms and conditions remain the same with the RFP issued on March 24, 2022.

## Amendment to Request for Proposal

**Amendment number:** 1

**Reference Request for Proposal Number:** FON-CATALYZE-Ethiopia-2022-0278

**Amendment effective date:** April 12, 2022

### **Description of Amendment:**

1. This amendment serves to modify the eligibility requirement for this FON from Data Universal Numbering System (DUNS) number to Unique Entity Identification (UEI) Number.

The Unique Entity Identifier, or the UEI, is **the official name of the “new, non-proprietary identified” that replaced with the D-U-N-S® number**. All U.S. and foreign organizations which receive a grantor subcontract with a value of \$25,000 and above are required to obtain a UEI number prior to signing of the agreement/contract.

Note: General Services Administration (GSA) has developed a useful interactive PDF tool that guides through the most common scenarios about UEI

([https://www.fsd.gov/sys\\_attachment.do?sys\\_id=af05f8fb1b44851006b09796bc4bcb6d](https://www.fsd.gov/sys_attachment.do?sys_id=af05f8fb1b44851006b09796bc4bcb6d))

## Funding Opportunity Notice: Youth Job Placement in Food Security Value-Chain in Ethiopia

<b>Funding Opportunity:</b>	MS4G Youth Job Placement Opportunity
<b>Funding Opportunity Number:</b>	<b>FON-CATALYZE-Ethiopia-2022-0278</b>
<b>Issuance Date:</b>	<b>March 24, 2022</b>
<b>Questions Due:</b>	<b>Until April 07, 2022</b> through <a href="mailto:EthiopiaMS4G.Procurement@thepalladiumgroup.com">EthiopiaMS4G.Procurement@thepalladiumgroup.com</a>
<b>Bidder's Conference (virtual):</b>	<b>April 14, 2022</b>
<b>Deadline for Submission of Business Plans:</b>	<b>May12, 2022</b>
<b>Submit Concept Papers To:</b>	<a href="mailto:EthiopiaMS4G.Procurement@thepalladiumgroup.com">EthiopiaMS4G.Procurement@thepalladiumgroup.com</a>

### To Interested Offerors:

The purpose of this Funding Opportunity Notice (FON) is to solicit business plans from interested parties, wishing to receive funding from the Market Systems for Growth (MS4G).

Palladium is implementing the Market Systems for Growth activity, funded by the United States Agency for International Development (USAID), and is seeking qualified business solutions to implement youth and women job creation activities in Ethiopia.

Qualified sources are invited to submit business plans for the award of a subcontract (see definitions below) on a rolling basis.

Palladium on behalf of USAID anticipates awarding one or more subcontracts to fund selected proposals submitted in response to this FON.

Subject to availability of funds, Palladium intends to provide up to US\$ 75,000 in total funding for activities to be implemented with individual value of awards expected to be up to US\$75,000 for placing at least 1500 youth/women in jobs in the food security value chain. Palladium reserves the right to fund any or none of the business plans submitted.

MS4G will hold an online Bidder's Conference to familiarize interested potential bidders with the FON and provide an opportunity to meet and collaborate with other potential bidders on consortia, as they desire. The Bidder's Conference will be recorded, and the recording emailed to any potential bidders who request it, whether they were able to participate in the online Bidder's Conference or not. This is an attempt to ensure broad access to the information provided even for groups with limited digital connectivity. To receive an invitation to the Bidder's Conference, including detailed information, time, and link to the web event, please send an email to [EthiopiaMS4G.Procurement@thepalladiumgroup.com](mailto:EthiopiaMS4G.Procurement@thepalladiumgroup.com) with the subject line "Bidder's Conference: FON- CATALYZE-Ethiopia-2022-0278".

Palladium may award a subcontract as a result of any business plans received and evaluated.

For this FON, a funded Subcontract is defined as Firm fixed price to procure goods or services at firm fixed price, where payments are made for acceptable received and inspected services or goods in accordance with the stated criteria. Subcontracts may include profit or fee when priced.

The FON solicits business plans for interventions that will be implemented in Addis Ababa, Ethiopia and /or secondary cities with more than 300,000 residents in the regions of Ethiopia. Offerors should clearly mention the geographic areas in which the project activities will be implemented.

Subcontracts will be administered in accordance with the terms and conditions of Firm fixed price subcontracts under MS4G, which will be provided to the applicants selected for Phase II evaluation.

This FON is comprised of the following main sections:

1. Program Summary
2. Funding Opportunity Statement
3. Award Information
4. Eligibility Requirements
5. Business Plan & Submission Information

To be eligible for consideration, offerors must provide all required information in their application/proposal. Applications/business plans that are submitted late, incomplete, or are non-responsive will not be considered. Awards will be made to the responsible offerors whose concept best meets the requirements of this FON and the evaluation criteria contained herein.

Palladium requires that applications/business plans be submitted electronically (e-mailed) to [EthiopiaMS4G.Procurement@thepalladiumgroup.com](mailto:EthiopiaMS4G.Procurement@thepalladiumgroup.com) no later than the deadlines listed above. Issuance of this FON does not constitute an award commitment on the part of Palladium, nor does it commit Palladium to pay for any costs incurred in the preparation and submission of an application/proposal. Further, Palladium reserves the right to reject any or all applications/business plans received. Applications/business plans are submitted at the risk of the offeror and all preparation and submission costs are at the offeror's own expense.

Sincerely,

MS4G Procurement Team

## 1. INTRODUCTION

USAID Ethiopia: Market Systems for Growth (MS4G) project's strategic purpose is to benefit the needy populations of Ethiopia, build community resilience, and strengthen rural-urban linkages in the areas of food security, Water, Sanitation, and Hygiene (WASH), and COVID-19 economic recovery. MS4G focuses on facilitating access to jobs and sustainable opportunities for women and youth and enterprise resiliency, leading to better employment and food security for individuals and communities. MS4G is designed to provide support to agriculture and WASH enterprises by strengthening the enterprises' support ecosystem not just in Addis Ababa but also in secondary cities. MS4G invests in developing relationships with private sector players, co-investing in inclusive business models, advisory services, digital solutions, and market-based initiatives that increase the resilience and sustainability of Ethiopian enterprises and employment for women and youth.

## 2. FUNDING OPPORTUNITY STATEMENT

MS4G invites qualified, social enterprises, service providers and knowledge institutions to submit business plans to create scalable and innovative solutions for preparing and placing youth in the fields of nutrition, food processing, the food security value-chain and agriculture mechanization. These solutions should offer ideas and indicate tangible growth opportunities for businesses in the above fields while bridging the gap between the demand for high quality jobs and the supply of skilled labor. In addition, the business plans should align with business growth strategies and policies for the agriculture sector and aspirations of young women and men professionals in Addis Ababa and secondary cities.

The food security value chain includes agriculture and food production by agribusinesses, cooperatives, small farmers, agri-tech companies, and anchor firms engaged in agriculture food value chain. The engagement could be on agri-input, cultivation, harvesting, post-harvest, transportation, processing, marketing, distribution, and consumption.

The objective of this call for business plans is to prepare and place at least 1500 youth/women, in Addis Ababa and secondary cities. Of those placed, at least 51% must be female and at least 50% of the job placements must be in secondary cities.

This call is not prescriptive, but seeks innovative, cost-effective solutions to youth employment in the food security value chain. Bidders have broad latitude to accomplish the proposed goal through a variety of means and approaches.

**MS4G invites business plans which clearly emphasize the following guiding principles:**

**Place youth in jobs.** MS4G supports initiatives that prepare youth and women for employment, including self-employment. Training and work preparation and support must be linked with successful job placement. Successful implementing partners must demonstrate that job opportunities exist for youth, and that the initiative will prepare youth with the competencies businesses requires to attain and retain the jobs.

**Business Development:** MS4G expects the business plan to highlight activities and initiatives that address solutions to the challenges of workforce development in the food security value chain in Ethiopia through intensive skills trainings in Addis Ababa and secondary cities.

**Actively target women.** MS4G has an explicit women's economic empowerment focus to strengthen the

economic role of women as both entrepreneurs and employees. More than 51% of the young served by the proposed projects should be women. We require successful implementing partners to present a targeted strategy for ensuring women are not just considered and included but are actively engaged with and benefit from their project.

**Be private sector led.** MS4G supports private enterprises in the food security value chain in Ethiopia. MS4G welcomes partnerships and consortium responses to this call. We seek market-based solutions. Thus, we expect projects to include at least one private sector partner and at least one partner with a local operating presence.

**Innovate and scale.** MS4G seeks initiatives that would not be possible without support. We will not fund existing operations or “business as usual.” We seek to accelerate and scale market-driven innovation in job training and placement.

**Engage youth.** MS4G incorporates Positive Youth Development (PYD) in its programming. PYD programs recognize youth’s inherent rights and result in youth who have assets (such as skills and access to finance), the ability to leverage those assets (agency), and the ability to contribute to positive change for themselves and their communities, surrounded by an enabling environment that supports them. Successful applicants will demonstrate how youth and women were involved in developing the solution and how these solutions contribute to youth goals and aspirations.

**Co-invest.** MS4G is focused on mobilizing private capital for job creation, training, and placement. The MS4G contribution will be no more than half of the total project budget. Successful projects will demonstrate co-investment, either financially or in-kind, in the initiative.

Contribute to sustainable market systems transformation. MS4G takes a market systems approach to food security value chain in Ethiopia. We will look for business plans that will build stronger market systems players which delineate clear pathways for the offeror and other workforce development market subsystem stakeholders to sustain and scale the innovative solutions. We seek innovative models that can be disseminated and scaled across Ethiopia to stimulate market systems transformation within the workforce development market subsystem.

Successful submissions will:

- Describe how young people/women will be identified, trained, and placed in available jobs.
- Place at least 1500 youth in full-time equivalent, decent jobs in Addis Ababa or in secondary cities. Jobs can include wage or salary jobs, or self-employment. Jobs cannot be in certain USAID prohibited sectors including cotton, sugar, palm oil, alcoholic beverages, or illegal or illicit sectors.
- Ensure that 51% of participants placed are women.
- Ensure that at least 50% of the jobs created to be in secondary cities.
- Ensure that employees or entrepreneurs/Self-employment retain the jobs for at least 6 months.
- Provide leverage of at least 1:1 in financial or in-kind contributions. MS4G will provide from 10% to a maximum of 50% of the total project budget, either through co-investment, technical assistance, or a combination of both.
- Demonstrate that youth, and especially young women, were involved in developing the proposed solution, and that these solutions will contribute to the goals and aspiration of youth, especially women, who will ultimately gain employment through the intervention.
- MS4G will look for business plans that include a clear, integrated job matching component. Any skills training program should demonstrate how job seekers are placed into jobs.
- Demonstrate an ability to track, monitor and report on the youth benefiting from the program to assess on-going performance and immediate outcome of project assistance.
- Demonstrate sustainability and scalability. As part of the design, prospective implementing partners should demonstrate how their initiatives will become independent of external funding as part of their business case. Highlight how the initiative will contribute to strengthening the youth employment value chain in the Ethiopian market system.

### 3. AWARD INFORMATION

#### **Estimated Funding Level**

Palladium expects to award subcontracts and may choose to fully fund or incrementally fund the selected application/proposal(s). Awards may not exceed USD \$75,000 for Ethiopian and international organizations. Preference will be given to Ethiopian organizations with previous experience implementing projects in the related activity area and showing tangible results and impact.

#### **Anticipated Performance Period**

Palladium anticipates a performance period of up to 18 months for each award.

#### **Award Type**

Palladium anticipates awarding a Firm fixed price as defined above. The award mechanism will be determined by the MS4G team through a pre-award determination process based on the nature of the proposed activity and the financial and management capacity of the selected organization. The award size, the number of awards and amount of available funding is subject to change.

## 4. ELIGIBILITY REQUIREMENTS

This FON is issued as a public notice to ensure that all interested and qualified organizations have a fair opportunity to submit applications for funding. The following criteria will be applied to all offerors to determine the eligibility of offerors:

- Submission of DUNS in the application/proposal unless exemption applies (awards less than
- \$25,000 performed by foreign entities overseas).
- Offeror is legally registered as a non-for profit or for-profit organization in accordance with the laws of Ethiopia and is in good standing, legally licensed and up to date on all applicable taxes.
- Offeror has certified that it is not affiliated with any political party nor engaged in any partisan activities.
- Offeror submits all mandatory documents prior the deadline stipulated in the FON.
- Offeror has certified that it is receptive to participate in learning opportunities and commitment to participate in capacity building.
- Certification of these requirements must be noted by completing Annex A. Failure to submit this form will result in disqualification.

### **Types of entities that may NOT apply**

- The following types of entities may not apply for MS4G awards:
- Political parties, political party organizations, Government of Ethiopia (GoE) parastatal institutions or GoE owned institutions are not eligible for grants or subcontracts.
- Organizations that have controlling interest held by a government, government agency, or agent thereof.
- Offerors with active exclusions from the working with the US government ([www.sam.gov](http://www.sam.gov)), the UN (Sanctions List), or the US Department of the Treasury Office of Foreign Asset Control.
- Any entity affiliated with Palladium or any of its directors, officers, or employees, and individuals.

### **Potential New Partners**

Palladium strongly encourages applications/business plans from potential new partners initiatives (NPIs). NPIs are organizations which have never received funding from USAID directly or indirectly.

### **Cost Share and Leverage**

Cost share is not required. However, offerors are required to contribute leverage of at least 1:1 in financial or in-kind contributions resources from their own private or local sources for the implementation of the proposed concepts.

### **Procurement Integrity and Ethics**

It is Palladium's policy that no gifts of any kind and of any value be exchanged between offerors and



Palladium personnel. Discovery of the same will be grounds for disqualification of the offeror from participation in any Palladium's procurements and may result in disciplinary actions against Palladium personnel involved in such discovered transactions.

### **Evaluation Criteria for Proposal**

Business plans will be evaluated based on the criteria outlined in the FON. The criteria are as follows:

- Offeror's demonstrated capability to carry out proposed approach.
- Soundness and reasonableness of technical approach in relation to the food security value chain in Ethiopia.
- Incorporation of feedback and guidance from co-design phase.
- Alignment with MS4G's youth job placement goals, objectives, Guiding Principles, and criteria for successful applicants as outlined above.
- Sustainability and transformational impact of approach in terms of offeror's and market systems stakeholders' incentives to sustain/expand the activities once USAID funding is completed.

## **1. PROPOSAL & SUBMISSION INFORMATION**

Full instructions for the business plan can found in Annex B.

# Annex A: Eligibility Certification

Name of Offeror: \_\_\_\_\_

FON Number: \_\_\_\_\_

Date of Application: \_\_\_\_\_

Application Title: \_\_\_\_\_

Eligibility Criteria	Yes	No
Submission of DUNS in the application unless exemption applies (awards less than \$25,000 performed by foreign entities overseas). <b>(Offeror Willingness to submit the DUNS number if selected)</b>		
Offeror is legally registered as a non-for profit or for-profit organization in accordance with the laws of Ethiopia and is in good standing, legally licensed and up to date on all applicable taxes <b>(Offerors need to attach documentation evidence with the technical proposal)</b>		
Offeror has certified that it is not affiliated with any political party nor engaged in any partisan activities. <b>(Offeror need to declare on technical proposal)</b>		
Offeror submits all mandatory documents prior the deadline stipulated in the FON.		
Offeror has certified that it is receptive to participate in learning opportunities and commitment to participate in capacity building.		

Authorized Representative Signature \_\_\_\_\_

Authorized Representative Name \_\_\_\_\_

Date \_\_\_\_\_

# Annex B: Business Plan Instructions

FON-CATALYZE-Ethiopia-2022-0278

Instructions: Business Plans

Deadline for Submission: Accepted until May12, 2022

## Instructions for Submission

Business plans have a 10-page limit, excluding annexes and due diligence attachment. Full business plans with required annexes and due diligence attachment are due on **May12, 2022**. All materials must be in English.

Business plans must be submitted by email to [EthiopiaMS4G.Procurement@thepalladiumgroup.com](mailto:EthiopiaMS4G.Procurement@thepalladiumgroup.com) no later than the deadlines outline. All correspondence must include the relevant FON number and title.

## Business Plan Preparation

The business plan must be submitted in Times New Roman, font size 11, and must include page numbers. Each page must be marked with the FON title and number.

Business plans should be prepared according to the structural format set forth below:

1. Cover page (**Does not count towards page limit**)
2. Brief introduction/background of the company including the company profile and summary of technical approach and capability statement
3. Description of Activity Partner Roles, and Prior Demonstrated Success
  - a. What are you proposing to do? Please describe the role each partner will play, and their track record of success, particularly in Ethiopia.
4. Technical approach: This section should address the program summary and should include:
  - a. Concise title of proposed activity;
  - b. Discussion of the method of approach, including:
    - i. The demonstrated food security value chain and private sector engagement and occupations including youth and women employment, with estimated demand.
    - ii. The demonstrated demand for skill development and job creation in the food security value chain in Ethiopia In addition, framework on the methods of job matching within this sector. The proposed outreach to train and job placement for the youth and women.
    - iii. The types of technical support to be provided for matching skilled youth and women with available food security value chain job placement opportunities.
    - iv. And the anticipated results (number of youths to be placed and retained in decent jobs).
  - c. The geographic focus or focusses of the proposed activity.
5. Brief description of offeror's, as well as prospective or existing partner(s') previous work or experience with testimonies in achieving activity goals both at Addis Ababa and secondary cities. Experiences shall relate with the identified sector for this RFP.
6. Brief description of offeror's, as well as prospective or existing partner(s') previous work or experience in achieving activity goals.
7. Sustainability and Market Systems Transformation Plan
  - a. How will you plan to continue to train and place youth after USAID funding ends?
  - b. How will you engage with MS4G to contribute to expanding access to the innovative job placement model you are presenting, such as through associations, media coverage, participating in learning events, etc.
8. Personnel

- a. Identify the Activity Manager and at least 3 additional personnel undertaking important roles in the activity, and briefly describe their roles and prior demonstrated success in their roles. It is recommended but not required that you indicate the personnel responsible for youth outreach, youth skill-building, business partnerships development, and youth job placement and support. (The Activity Manager may also serve in one of these technical capacities.)
  - b. Provide CVs for the Activity Manager and 3 additional personnel each bidder identifies to accomplish the important tasks the bidder selects. **(CVs do not count towards page limit and should be included as a separate annex)**
9. Monitoring, Evaluation, and Learning Reporting
  - a. Plan for reporting and compliance with the MS4G objectives and indicators noted below. How will you monitor and report the following:
    - i. Number of individuals trained, disaggregated by gender
    - ii. Number of individuals employed (minimum of 1500), disaggregated by gender (at least 50% female)
    - iii. Average percent change in earnings as a result of training and employment of at least 3 percent
10. Gender Mainstreaming Plan
  - a. How will you mainstream outreach to female job candidates, and female job placement, in your approach and your sustainability plan?
11. Work plan/Implementation Timeline
  - a. Monthly timeline of activities to be completed.
12. Due Diligence
  - a. Completed due diligence packet including Due Diligence Form included in attachments 1.